

Giovanni Vocale

Design Engineer

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BNY Mellon Remote

UI Engineer 2024 – 2025

- Prototyped design system homepage
- Prototyped page for API Marketplace
- Migrated Angular components from v16 to v19

Counter Health Remote

Senior Design Engineer 2022 – 2023

- Designed and developed user dashboard and internal pages
- Iterated on onboarding flow design
- Built a component library in Storybook

Design Commerce Technologies Remote

Director of Product Design and Engineering 2021 – 2022

- Designed and built an art e-commerce platform for Design Miami
- Mentored a team of 3 design engineers
- Balanced design and development; built a component library in Storybook

Better.com New York / Remote

Frontend Engineer 2020 – 2021

- Built UI components with React, TypeScript, and Storybook
- Maintained legacy Ember app
- Designed and coded the engineering blog

Product Design Lead 2019 – 2020

- Designed and implemented features for internal tools
- Delivered production-ready UI and maintained component library

Senior Visual Designer 2017 – 2018

- Designed homepage and blog, and prototyped a new onboarding flow
- Designed and built new features for internal tools; contributed to component library

NexHealth New York

Art Director 2016 – 2017

- Sole designer and front-end developer at early-stage healthtech startup
- Rebuilt web app, admin dashboard, booking and iPhone apps and homepage

Razorfish New York

Art Director 2015 – 2016

- Prototyped Razorfish homepage and animations
- Delivered interactive prototypes for JPMorgan and design for other major clients

Senior Designer 2012 – 2016

- Designed global e-commerce for Uniqlo and FreshDirect redesign
- Designed material for ADC Festival and other campaigns

HUGE Inc. Brooklyn

Senior Visual Designer 2011 – 2012

Crispin Porter + Bogusky Boulder

Interactive Designer 2010 – 2011

Saatchi & Saatchi

Interactive Designer London 2008 – 2010

Interactive Art Director Milan 2008

Earlier roles 2006 – 2008

Internships at Ogilvy (Malta), The Furnace (Sydney), Lowe Pirella (Milan)

Education 2002 – 2006

University for Foreigners Italy

Bachelor's in Advertising

Mid Sweden University Sweden

Kansai Gaidai University Japan

Kristianstad University Sweden

Exchange studies in Media, Asian Studies, and Culture

CSS3

Next.js

React

Storybook

TypeScript

Payload CMS

Responsive Design

Component Library

Figma

React Spring

PlayWright

Photoshop

Illustrator

InDesign

Angular

English

Italian